

## Message Text

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PAGE 01 STATE 306159  
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FM SECSTATE WASHDC  
TO AMEMBASSY BOGOTA

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E.O. 11652: N/A

TAGS: BEXP, AFSP, CO

SUBJ: FY 1978 COUNTRY COMMERCIAL PROGRAM: COLOMBIA

REF: (A) BOGOTA 3726, 4/13/76; (B) BOGOTA 11077, 10/29/76;  
(C) BOGOTA A-152, 11/29/76; (D) A-146, 11/22/76;(E) STATE  
292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER  
TO THE PRELIMINARY FY-1978 CCP INPUTS SUBMITTED PER  
REFTEL (A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED  
AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT  
CONTRIBUTION TO THE FY-1978 PROGRAM.

2. EXCEPT AS NOTED BELOW, WE JUDGE THAT THE PATTERN AND  
THEMES OF SUGGESTED CAMPAIGNS CONTINUE TO CONSTITUTE AN  
OPTIMUM APPROACH TO EXPLOITING VIABLE MARKET OPPORTUNITIES  
UNCLASSIFIED

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PAGE 02 STATE 306159

ON BEHALF OF U.S. INDUSTRY.

3. IN REVIEWING THE POST'S BEST PROSPECTS LISTING IT  
APPEARS THAT EQUIPMENT FOR ELECTRIC ENERGY SYSTEMS, AGRO-  
BUSINESS AND TELECOMMUNICATIONS REMAIN THREE OF THE MOST  
VIABLE PRODUCT AREAS FOR PROMOTION HAVING ONLY SHIFTED

IN POSITION FROM THE REFERENCED APRIL INITIAL FY-78 CCP SUBMISSION. IN ADDITION, THE THREE REMAINING BEST PROSPECTS CATEGORIES OF EQUIPMENT FOR THE TEXTILE, HEALTH CARE AND PRINTING AND GRAPHIC ARTS INDUSTRIES COULD BE ADDED TO THE GENERAL INDUSTRIAL EQUIPMENT CATEGORY OF THE FY-78 CCP INPUTS AND RETAINED AS THE NUMBER ONE CAMPAIGN FOLLOWED BY THE ABOVE THREE, BASED ON THE CONTINUANCE OF CAPITAL EQUIPMENT IMPORT LIBERALIZATION IN THE FORESEEABLE FUTURE AND FOR PROMOTION AT THE INTERNATIONAL FAIR OF BOGOTA.

4. FOR REFTTEL B THE CONSULTATIVE GROUP MEETING REPORT ALSO SUBSTANTIATES THAT BULK OF RESOURCES OF COLOMBIAN GOVERNMENT SPONSORED INFRASTRUCTURE PROJECTS WILL GO INTO ENERGY AND THE GENERAL INDUSTRIAL SECTORS OF POWER GENERATION, REFINERY, COAL AND NICKEL PROJECTS. THEREFORE WE RECOMMEND RETAINING EQUIPMENT FOR REFINERY, GAS AND PETROCHEMICAL PROJECTS AS CAMPAIGN NUMBER 5.

5. CONSIDERATION SHOULD BE GIVEN FOR A SEPARATE CAMPAIGN FEATURING EQUIPMENT FOR MINING SECTOR DUE TO IMPENDING PURCHASES OF LARGE AMOUNTS OF EARTHMOVING AND MINING EQUIPMENT TO SUPPORT COAL NICKEL AND OTHER MINERAL PROJECTS.

6. LASTLY, IMPLEMENTATION OF NEW SANITATION CODE (REPAIR A-146) IN 1977 SHOULD STIMULATE INCREASED IMPORTS OF POLLUTION CONTROL EQUIPMENT. BASED ON THE SUCCESS OF THE SPRING 1976 POLLUTION CONTROL TRADE MISSION TO COLOMBIA AND ANTICIPATED NEW CODE, IT IS RECOMMENDED

UNCLASSIFIED

PAGE 03 STATE 306159

THAT POLLUTION CONTROL AND WATER PURIFICATION CATEGORY BE RETAINED AS A CAMPAIGN.

7. THE MARKET ANALYSIS UNIT ACTIVITIES SCHEDULE IS TO BE INCLUDED AS AN APPENDIX AS PER THE FY-77 CCP.

8. FY 1978 EVENT SCHEDULE PRESENTLY INCLUDES TRADE MISSION PROMOTIONS IN CONSTRUCTION MACHINERY, MARCH 1977, PRINTING AND GRAPHIC ARTS, JUNE 1978, AND A TECHNICAL SALES SEMINAR FOR EDUCATIONAL TRAINING MATERIALS ALSO IN JUNE 1978.

9. FINAL PRIORITIZATION OF CAMPAIGNS WILL OF COURSE DEPEND ON THE POST'S RESOURCES AND RECOMMENDATIONS AT THE TIME OF YOUR SUBMISSION OF THE FY 1978 PROGRAM.  
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